

1     WHAT IS CLAIMED IS:

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3     1.     A process for facilitating adhesion to an irregular surface comprising applying a fluid  
4     material to said irregular surface to diminish irregularities in the surface thereby providing a  
5     smoother, less irregular surface presenting a greater, more uniform surface for adhesive bonding.

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7     2.     The process of Claim 1, wherein said irregular surface contains minuscule peaks and  
8     valleys, said valleys being thereby filled with said fluid material to provide said smoother, less  
9     irregular surface.

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11    3.     The process of Claim 1, wherein said fluid material is a composition comprising an  
12    aqueous mixture containing about 39-45 weight percent of an acrylic copolymer having  
13    carboxylic acid functionality, 2-4 weight percent ammonium hydroxide, 6-9 weight percent  
14    colloidal dispersion of fumed silica and 39-45 weight percent block copolymer styrene-isoprene-  
15    styrene emulsion, based on the total weight of the aqueous mixture.

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17    4.     The process of Claim 3, wherein water is in the mixture in a weight percent of 5-14  
18    percent.

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20    5.     The process of Claim 1 wherein said irregular surface is the surface of a fibrous material.

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22    6.     The process of Claim 5 wherein said fibrous material is paper.

1        7.        The process of Claim 5 wherein said fibrous material is cardboard.

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3        8.        The process of Claim 3, wherein said acrylic copolymer is a copolymer of ethylene  
4 acrylic acid and said rubber based adhesive is a resin modified water based dispersion of a  
5 styrene-isoprene-styrene unsaturated block copolymer.

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7        9.        A composition for facilitating adhesion to an irregular surface comprising an aqueous  
8 mixture containing about 39-45 weight percent of an acrylic acid having carboxylic acid  
9 functionality, 2-4 weight percent ammonium hydroxide, 6-9 weight percent colloidal dispersion  
10 fumed silica and 39-45 weight percent block copolymer styrene-isoprene-styrene emulsion, based  
11 on the total weight of the aqueous mixture.

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13       10.       The composition of Claim 9 wherein water is in the mixture in a weight percent of 5-14  
14 percent.

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16       11.       A composition for facilitating adhesion to an irregular surface comprising an aqueous  
17 mixture of about 39-45 weight percent of a dispersion of an ethylene acrylic acid copolymer, 5-  
18 14 weight percent water, 2-3 weight percent ammonium hydroxide, 39-43 weight percent of a  
19 resin modified, water based dispersion of a styrene-isoprene-styrene unsaturated block copolymer  
20 and 6-9 weight percent of a colloidal dispersion of fumed silica.

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22       12.       The composition of Claim 11 wherein said irregular surface contains miniscule peaks and

1 valleys, said valleys being thereby filled with said fluid material to provide said smoother, less  
2 irregular surface.

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4 13. The composition of Claim 11 wherein said irregular surface is the surface of a fibrous  
5 material.

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7 14. The composition of Claim 11 wherein said fibrous material is paper.

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9 15. The composition of Claim 11 wherein said fibrous material is cardboard.

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11 16. An article of manufacture comprising first and second opposing surfaces that are sealable  
12 to one another, said first surface having an adhesive material coated on at least a portion thereof,  
13 said second surface being an irregular surface having applied thereto a composition for  
14 facilitating adhesion of said first surface by diminishing irregularities therein, said composition  
15 comprising an aqueous mixture of about 39-45 weight percent of a dispersion of an ethylene  
16 acrylic acid copolymer, 5-14 weight percent water, 2-3 weight percent ammonium hydroxide, 39-  
17 43 weight percent of a resin modified, water based dispersion of a styrene-isoprene-styrene  
18 unsaturated block copolymer and 6-9 weight percent of a colloidal dispersion of fumed silica.

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20 17. The article of manufacture of Claim 16 wherein said irregular surface is the surface of a  
21 fibrous material.

1 18. The article of manufacture of Claim 16 wherein said fibrous material is paper.

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3 19. The article of manufacture of Claim 16 wherein said fibrous material is cardboard.

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5 20. The article of manufacture of Claim 16 wherein said composition comprises an aqueous  
6 mixture of containing about 39-45 weight percent of an acrylic copolymer having carboxylic acid  
7 functionality, 2-4 weight percent ammonium hydroxide, 6-9 weight percent colloidal dispersion  
8 fumed silica and 39-45 weight percent block copolymer styrene-isoprene-styrene emulsion, based  
9 on the total weight of the aqueous mixture.

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11 21. The article of manufacture of Claim 16 wherein said composition comprises an aqueous  
12 mixture of about 39-45 weight percent of a dispersion of an ethylene acrylic acid copolymer, 5-  
13 14 weight percent water, 2-3 weight percent ammonium hydroxide, 39-43 weight percent of a  
14 resin modified, water based dispersion of a styrene-isoprene-styrene unsaturated block copolymer  
15 and 6-9 weight percent of a colloidal dispersion of fumed silica.

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17 22. The article of manufacture of Claim 16 wherein said irregular surface contains miniscule  
18 peaks and valleys, said valleys being thereby filled with said fluid material to provide said  
19 smoother, less irregular surface.

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21 23. The process of Claim 1 wherein said fluid material is applied to said irregular surface by a  
22 process selected from gravure, lithography print and flexography.